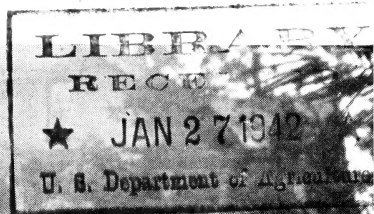


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1942

DAHLIAS



KAWEAH—12 to 16½ inches—\$1.00

Alice Meussdorffer
Dahlia Gardens

487 HANOVER STREET

SAN FRANCISCO

CALIFORNIA

ANOTHER MEUSSDORFFER GIANT FOR 1942

"AMADOR QUEEN"



Amador Queen—15 Inches

AMADOR QUEEN—A Giant clear canary yellow straight Cactus Dahlia, like a sunburst. It does not burn or fade. 15-inch blooms held erect and facing one on long straight stiff stems on 5-foot bush; insect resistant foliage. It is a prolific bloomer, excellent keeper and excellent seed-maker. Blooms early and late.

Roots, \$15.00 Net

ESTELLE GILBERT—Cactus Miniature. An exquisite cameo pink with yellow center, having long stiff stems and very prolific bloomer. Very popular for florist work.

Roots, \$3.00

GREETINGS FOR 1942

Our Outstanding Displays won universal acclaim as well as 31 Prizes at the 2 Large Shows in which we exhibited—the San Francisco Show of the Dahlia Society of California and the San Mateo County Fiesta—"KAWEAH" winning First Prize for Largest Dahlia in Show, "CLAIRE MORTIMER" First Prize for Best 25 Blooms.

One of my customers wrote me that he grew some very wonderful Dahlias from seeds and bulbs bought from me. We are always interested in hearing how our Dahlias grew for you.

With Best Wishes for 1942.

Sincerely,
ALICE MEUSSDORFFER.

DAHLIAS OF OUR OWN CREATION

ALICE GENTLE—F.D. A magnificent, striking, flaming rich scarlet red. Continuous Prize Winner. Strong bushes, splendid stems. Roots, \$1.00

ALICE MEUSSDORFFER—I.D. This large refined beautiful Dahlia is universally admired. The color is a clear pinkish orchid, with a velvety texture; flowers are held erect on long wiry straight stems above the attractive lace-like foliage on tall bushes. \$1.50

ALTAIR—I.D. Bicolor. A greatly admired orange and white tipped Dahlia. Medium sized bloom, with good stems on strong bush. \$1.00

BERDIE KENDAL—F.D. Very fine creamy yellow Dahlia. Medium size flower. Long straight stem; excellent keeper. \$2.50

AMADOR QUEEN—1942 Introduction. GIANT 12-15 in. canary yellow Straight Cactus Dahlia. Illustrated on Page 2. \$15.00 Net

CLAIRE MORTIMER—F.D. 1939 Introduction. Honor Roll. Winner of 12 First Prizes. 3 times First Prize Winner for Best 25 Blooms. Won again in 1941. Conceded to be the most beautiful Dahlia by all who saw it. Its large size, 10-14 in., with its fine form and exquisite color, a warm light cyclamen pink and great depth, make it an outstanding flower. Foliage is a dark reddish green, strong and insect resistant, and the blooms are held erect on long wiry stiff but graceful stems; 5-ft. bush, prolific bloomer and splendid keeper. A First Prize Winner through one, two and three year seeding stage and Best Dahlia in many shows. \$3.50

COLEENA COOPER—S.C. An unusually beautiful rich ruby red Dahlia with a light lilac reverse; twisting petals give an effect of a light tip. Large blooms, stems stiff and wiry, holding flowers well up out of the medium tall bush. \$1.00

ELIZABETH RETHBERG—Giant I.D. Great Prize Winner. A magnificent flawless clear exquisite light pink Dahlia with great depth, which we have grown to 14 in. It is named for the beautiful world-renowned Grand Opera Star of the Metropolitan Opera of New York. Bushes are tall, stems are long and strong. A wonderful bloomer and keeper. \$1.00

ERIN-GO-BRAH—F.D. A giant Dahlia of a clear light yellow with a greenish tinge. A splendid clean looking flower, with very strong straight stems on medium tall bush. Excellent keeper. \$1.00

ESTHER WILLIAMS—S.C. Our 1941 Introduction. A large pure white Semi-Cactus Dahlia with every good quality; long good stiff stem, excellent form; does not burn; 5-ft. bush with strong insect-resistant foliage. A fine exhibition and cut flower; excellent keeper when cut or on the bush and a prolific bloomer. \$2.50

FRANK WERNER—A giant I.D. with great depth. Great Prize Winner. First Prize for Best California Dahlia, 12 blooms in 1940. First Prize won 3 times in 1939 for Best 25 Blooms of One Variety. In 1938 it won 4 Firsts for Best Container, 15 Blooms. Size 12-14 by 6-8 in. deep. Warm apricot color, suffused salmon, copper and red. Medium tall bush, strong insect-resistant foliage, stems are strong and stiff. Best keeper as a cut flower. **\$1.50**

GOEPPNER—This giant bluish fuchsia color with silvery lavender reverse F.D. is a seedling of Kaweah. As flower unfolds each petal is edged with silver. Bushes are medium tall. 12 in. blooms are common on excellent stems. A 1940 Introduction. **\$2.50**

GRACE DOUGLAS—Honor Roll. Great Prize Winner. I. Dec. of a luscious clear pink color, deeper pink at high center of flower, shading lighter towards tip of petals, which twist and curl. Easily grown to 12 in. by 8 deep. 4-ft. bush, excellent growth, long strong stems, very prolific bloomer and splendid keeper. **\$1.00**

JANE LANKTREE—A glorious very large Semi-Cactus Dahlia of an exquisitely beautiful shade of clear pink. It is one of our 1940 Introductions. Strong bush growth about 5 feet tall, attractive lace-like foliage which is insect-resistant, and blooms are held erect on long strong stems. Excellent keeper. **\$3.50**

JOAN McCORMICK—I.D. Medium sized bloom of white, edged violet; curling petals, strong straight stems on medium tall bush. **\$1.00**

KAWEAH — Greatest Prize Winner for Largest Dahlia in Show since its introduction, according to Morgan T. Riley, New York.

Honor Roll. First Prize Winner in 1941 in San Mateo Co. Fiesta for Largest Flower. In Holland "Kaweah" has won over 100 prizes and is still going strong, a famous and one of the largest Dahlia growers in Holland wrote us. It was sent to Chicago by air in 1933, arrived in fine condition, and lasted 4 days, until the end of the Show, receiving First Prize and Sweepstakes for Largest Dahlia.

Kaweah is named for one of our mountain peaks in the High Sierra of California. It is an Indian name. Kaweah has everything—huge size, 12-16½ in., with great depth, splendid long strong straight stem, wonderfully rich color, fuchsia rose, rich velvety cardinal shading at center of flowers, with reverse of orchid and lavender. It has fine form and substance and splendid keeping qualities. These tremendous blooms are held perfectly erect on long straight stems, 18 to 24 in. to first lateral, requiring very little disbudding, one lateral being sufficient. As many as four or more enormous blooms at one time on a bush. Exceptional Prize Winning unpropagated stock. (Illustrated on Front Cover.) **\$1.00**

LAWRENCE TIBBETT—Eastern and Western Honor Roll. F. Dec. This fine large Dahlia of fine form and beautiful coloring was selected by the world-renowned singer and movie actor to bear his name. The color is a warm glowing clear pink peach. The large flowers are held erect on long strong straight stems on tall bushes, a prolific bloomer and excellent keeper. Fine unpropagated stock. **\$1.00**

LUCIA VON GONTARD—This large beautiful Dahlia of unusually lovely coloring was selected by the beautiful Baroness Gert von Gontard to be named for her. The color is a creamy apricot ground with warm violet rose center, tips and reverse of petals, suffusing the entire bloom with this lovely coloring. Long strong stems, four-foot bushes. **\$1.00**

NELSON EDDY—This large beautiful amber, copper and red I.Dec. Dahlia with curling petals was named, with permission, for the famous, popular Opera Singer and Movie Star. First flowers are gigantic in size; a continuous and prolific bloomer and excellent keeper; bushes are medium tall, strong growers, and stems are excellent. It is one of the first to bloom, greatly admired for its fine form and color. **\$2.50**

ROSALIND KEEP—F.D. Prize Winner. An exquisitely beautiful shell pink flower with white center and water-lily form. Long strong stems on strong bush. **\$1.00**

SCHIPA—I.Dec. 1937 Introduction. Named for the world-renowned Tenor of the Metropolitan Opera of New York with his permission. This large Dahlia of very fine form is a lovely rich velvety ruby red, with twisting petals, strong wiry stems and a fine bloomer on 4-ft. bush. **\$1.50**

SIERRA SUNRISE—F.D. Immense size and a glorious bronzy orange color when matured; has great depth, long strong wiry stems, with superb bearing. 5-ft. bush and prolific bloomer. **\$1.00**

SIRIUS—Honor Roll. I.D. Hailed at the San Francisco Show as the long-awaited Blue Dahlia. Described as grown in New Jersey; quote, "Sirius is the nearest to a blue dahlia we have to date. Here it is a real bluish purple, with very little pink in it; a prolific bloomer, it comes early and is good late; has a fine bush with bloom of perfect bearing." **\$1.00**

1942 INTRODUCTION

JOSEPHINE HAYES—I.D. Smith-Meussdorffer. Because the many friends of Josephine Hayes are asking for it, we have decided to release it in 1942. It is the best all-purpose yellow dahlia to date. Have grown it successfully five years as a large commercial. Have never been forced for the shows, but have two firsts and one second, one on bloom cut from the open field.

Usually 8 to 10 in. in diameter by 5 to 7 in. in depth. Has been grown to 12 in. Has long, straight stems, flowers face up, full, high center and graceful. Bush 4 to 5 ft., vigorous and insect-resistant and was good in the extreme drought of last season. Certificate of Merit from Storrs, 85.5 C.E. Has been recalled twice for timing and fertilizer garden where it has given excellent results. Price per root, \$10.00

GOOD VARIETIES OF OTHER GROWERS

ALEX CRAIG—S.Cactus. A beautiful pink with white center. Good stem, prolific bloomer, popular cut flower. \$1.00

AMUN RA—F.D. A stunning copper and orange, with scarlet reverse. Large blooms on long stiff stems. \$.50

ANGELO ROSSI—F.D. Winner of many prizes. Glowing soft orange yellow with just a shade of grenadine. Large blooms on long strong stems. \$1.00

CALIFORNIA IDOL—F.D. One of the finest yellows. Great prize winner. Immense size, good long strong stems. \$1.00

CLARA CARDER—I.D. Giant beautiful cyclamen pink; medium bush, strong stems. Great prize winner. \$.50

CLARA CLEMMONS—Ball. The most striking of the formal ball type dahlia. Crimson, tipped white. \$.50

CONQUISTADOR—S.C. Creamy yellow suffused pink. Large blooms, long strong stems. \$.50

DARCY SAINSBURY—F.D. A superb very large strong-stemmed dahlia of perfect form. The best white; free blooming and good keeper. Great prize winner. \$1.00

ELINOR VANDERVEER—F.D. A beautiful large satiny rose pink dahlia. Excellent keeper. \$.50

FRANK SERPA—I.D. A magnificent large, long-stemmed amaranth pink dahlia. Very popular. \$.50

GOLDEN AGE—S.C. Richest amber; a beautifully colored and formed dahlia. Good stems and large size. \$1.00

JANE COWL—Great prize winner. Immense glistening bronzy buff and old gold. I.D. Very popular. \$.50

LOIS WALCHER—F.D. Prize winner. Bi-color. Color, deep amaranth to pansy purple, with outer one-third of petals white. \$1.00

LORD OF AUTUMN—I.D. Great prize winner for Largest Dahlia. Golden yellow, deep blooms on good stems. \$1.00

MRS. BRADLEY—Cac. Lovely pure white, good stems. \$.50

SATAN—S.C. Prize winner. Immense splendid brilliant carmine. \$.50

SNOW QUEEN—Ball. Pure white, good keeper. \$.50

THOMAS WANT—Cac. Lovely yellow, edged pink. \$1.00

MINIATURE DAHLIAS

Grace Gulliver—S.C. Deep rose, very fine. \$.75

Little Darling—S.C. An exquisite light salmon pink. \$.50

Little Dream—S.C. Exquisite rose pink and white. \$.50

Little Jenny—S.C. Good salmon, buff and yellow; long stems. \$.50

Little Snow Queen—S.C. Pure white; very fine bloomer. \$.50

Luana—Beautiful coral rose Dec. Long stems. \$.50

Marjorie Emberson—I.D. Excellent deep salmon pink. \$.50

Mt. Whitney Sunset—F.D. Amber, with bronze center. \$.50

Mahbelle—My 1941 Introduction. Salmon red, excel. F.D. \$1.00

Scarlet Queen—Bright scarlet, full flowers, long stems. \$.75

Tirzah—Our 1941 Introduction. I.D. Lovely ruby red. \$1.00

Trojan—S.C. Mikado red, yellow center. \$.50

Miss Vivian—F.D. Rose pink, small ball type. \$.50

Union Jack—Single. White, each petal outlined red. \$.50

COLLARETTE DAHLIAS

Garcon —Yellow, center of petal brownish red, yellow collar.	\$.50
Gypsy —Rich rosy purple, shading to lavender; tips of petal white, with a white collar.	.75
Mt. Lassen —Fiery red, yellow collar.	.50
Snowflake —Large pure white, long stem.	\$1.00
Sonata —Light orange red, yellow collar.	.50
Tribune —Carmine, white collar.	.50

POMPON DAHLIAS

Anna Von Schwerin —Small shell pink, white center.	\$.50
Bantam —Bright red, long stems.	.35
Bossy —Light phlox purple.	.35
Brightest of All —Small bright orange red.	.35
Darkest of All —Maroon, almost black.	.75
Glow —Very good old rose. Long stems.	.35
Helen Anita —Pink lavender, white center, long stems.	.35
Joe Fette —Pure white, long stems.	.35
Libby Rohr —Cerise purple, very long stems.	.50
Little David —Deep burnt orange.	.35
Minnie Mells —Orchid rose, darker eye.	.35
Nellie Fraser —Light pink, edged with rose.	.35
Pink Lady —Lovely pink.	.35
Rosea —BLUISH lilac, small and prolific.	.35
Yellow Gem —Pure yellow, excellent for cutting.	.25

DAHLIA SEEDS

Hand-pollinized Seeds from our Largest and Best Varieties—	50 Seeds—\$5.00 Net
Selected Seeds from Large Outstanding Dahlias—	100 Seeds—\$5.00 Net
Collarette Dahlia Seeds.....	100 Seeds— .50 Net
Miniature Seeds.....	100 Seeds— .50 Net
Pompon Dahlia Seeds.....	50 Seeds— .50 Net

DAHLIA COLLECTIONS

10 Wonderful Prize Winners.....	\$12.50 Value for \$10.00 Net
10 Popular Lovely Dahlias.....	\$7.50 Value for 5.00 Net
10 Pompon Dahlias.....	\$4.00 Value for 2.50 Net

IMPORTANT

Order Early—Shipments are made about April 1st unless otherwise specified. ALL shipments before April 1st, except on the Pacific Coast, are sent EXPRESS COLLECT to insure against freezing. We do not send any shipments C.O.D.

We Guarantee that all roots are sent true to name and in good growing condition. We do not sell green plants.

Terms—Cash with order or before shipment. On Retail Orders for California delivery, 3% should be added to cover SALES TAX. On RETAIL ORDERS less than \$2.00, add 25c to cover Postage and Packing.

Wholesale Growers are entitled to one-third discount if identified by business stationery.

Write or print Name and Address plainly.

Abbreviations—Dahlia Classifications: F.D., Formal Decorative; I.D., Informal Decorative; S.C., Semi-Cactus; Col., Collarette; Min., Miniature; Pom., Pompon.

HELPFUL HINTS ON GROWING DAHLIAS

Prepare the soil in the Fall or early Spring by spading 18 to 24 in. deep. Work in thoroughly, well-rotted manure, which restores the necessary properties and makes the soil mellow.

Dahlias will grow in any kind of soil if properly planted and cultivated. Lighter soil requires more manure or humus-producing material to hold the moisture. Heavy soil requires less fertilizers than light soil. In clay or adobe soil, mix well with sand or coal ashes well spaded in. When possible, plant in an open sunny location, at least 3 feet apart for large dahlias; out of reach of trees or shrubs; small varieties may be planted closer.

There are many fine commercial fertilizers; we like "Vigoro" and have had fine results with it. Make holes 8 to 10 in. in diameter and 12 in. deep. Before planting, mix thoroughly with soil in bottom of the hole, 1 heaping teaspoonful of "Vigoro," add some soil, then lay tuber flat with eye or sprout up, surrounding it with sand or light soil, never allowing any fertilizer to come in contact with the root. Then mix 1 heaping tablespoonful of "Vigoro" with the soil used in filling the hole. In light soil plant tuber 6 in. deep; in heavy soil, 4 in. deep, covering first with 2 in. of soil, filling in gradually as plant grows. Just as soon as plants are up, keep the soil loose and mellow by hoeing once or twice a week; water once or twice a week slightly, especially in hot weather; do not let them dry out. Every 6 weeks after plants are up, feed with 1 heaping teaspoonful of "Vigoro" to square foot of space around each plant. Keep away from stalk of plant and work lightly into soil. Dahlias are heavy feeders and respond rapidly to proper feeding.

When the plants have set out four sets of leaves, pinch out the top above the fourth set of leaves, giving the plants a chance to branch. This is for the large type dahlias; small dahlias do not need it.

When the buds appear, stop all cultivation and give the plants a mulch of well-rotted manure, leaves, or grass clippings; keep all fertilizers away from stalk, and the ground free from weeds. When buds appear, soak the ground thoroughly once a week or oftener. Watering is one of the most essential things in producing fine flowers.

For extra large blooms, disbud by pinching off all buds in a cluster except the strongest one.

For cut flowers, pick in the evening or early morning; dip the ends of stems in boiling water for one minute, being careful to keep the flower away from the heat or steam. Put at once in deep cold water, and put in a cool place free from draught until wanted. Never allow faded flowers to remain on bushes, but cut them off with as much stem or stalk as possible. Dahlias will continue to bloom until a heavy frost kills the tops in the Fall. In a cold climate they should be dug shortly afterwards and stored in a dry frost-proof cellar away from heat. Cover with dry soil or peat to keep them from shriveling; inverting them may keep them from rotting. It is advisable to look after them occasionally during the winter.

Divide in the spring after the eyes begin to show, being careful that each root has an eye.

Member of the AMERICAN DAHLIA SOCIETY
Member of the DAHLIA SOCIETY OF CALIFORNIA

If you live in the San Francisco Bay area, join

THE DAHLIA SOCIETY OF CALIFORNIA